BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Horticulture
Unit number and title	Unit 36: Resource and Operations Planning for Event-based Horticultural Activities
Learning aim(s)	**A:** Investigate the range and impact of different types of events relevant to the horticulture sector **B:** Investigate the planning requirements for a horticultural activity at an event
Assignment title	**Promoting horticultural events**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work for a trade horticultural magazine, which is going to be running a special edition focusing on event-based horticultural activities. They have asked you to write an article for the magazine that will educate readers about the types, impact and planning requirements of events relevant to the horticulture sector.
Task 1	Produce a magazine article that focuses on two different horticultural events e.g.: • trade shows • local growing competitions • national flower and gardening shows • production horticulture conferences and meetings • local community groups • professional association events • events with horticultural elements e.g. country estate events, village fairs, home and interior events, agricultural events. Your article should include information detailed in points A-D below. **A)** Details of **two** different types of events relevant to the horticultural sector. **B)** The impact of **two** different types of events relevant to the horticulture sector. Types of impact to consider are: • the general economic impact e.g. income, contribution to national and regional economies, tourism, retail sales and employment opportunities including supportive roles and links to other industries • the general social impact e.g. promoting health and wellbeing, community cohesion, promoting care of the environment, promoting 'grown your own' schemes

	• the specific impact for horticulture e.g. raising the profile of key horticultural stakeholders, awareness of key horticultural issues, educating and advising the public, raising funds for horticultural research and conservation, skills development. **C)** Factors affecting the success of the horticultural element of **one** type of event. Consider the following factors along with any others relevant to your chosen event: • location and accessibility • attendance and footfall • other attractions or activities at the event • marketing, media and social media coverage • plant quality and readiness for events • quality of work on show, awards and accolades • relevance to current trends in horticulture • achieving design or event brief • meeting deadlines • amount of funding or sponsorship and any conditions attached • environmental impact of the horticultural activities e.g. recycling and waste management, enhancement of the environment. **D)** The planning and implementation requirements for the success of the horticultural element of **one** chosen event. You should consider: • planning methods • resources and logistic requirements • health and safety, and legal requirements. Use appropriate terminology consistently and accurately throughout.
Checklist of evidence required	Magazine Article covering **two** different horticultural events

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.D1	Evaluate the impact of different types of events relevant to the horticulture sector, and the factors affecting the success of the horticultural element of one type of event.
B.D2	Evaluate the key aspects of planning, resource, logistical and health and safety requirements for the horticultural element of an event.
A.M1	Analyse the impact of different types of events relevant to the horticulture sector, and the factors affecting the success of the horticultural element of one type of event.
B.M2	Analyse the key aspects of planning, resource, logistical and health and safety requirements for the horticultural element of an event.
A.P1	Explain the impact different types of events relevant to the horticulture sector.
A.P2	Compare the key factors affecting the success of the horticultural element of one type of event.
B.P3	Explain the key aspects to consider when planning a horticultural element for an event.
B.P4	Explain the importance of resource, logistical and health and safety considerations for the horticultural element of an event.

Sources of information to support you with this Assignment	**Books** Berners, P. (2017) *The Practical Guide to Organising Events*, Oxon: Routledge. ISBN: 978-0415789967 Capell, L. (2013) *Event Management for Dummies*, West Sussex: John Wiley & Sons. ISBN: 978-1118591123 Conway, D.G. (2019) *The Event Manager's Bible*, 3 edn., Oxford: How to Books Ltd. ISBN: 978-1472143464 **Journals and Magazines** Horticulture Week BBC Gardeners World Nature (www.nature.com/hortres/) Horticultural Plant Journal